

destination:Tiburon Board Meeting Agenda
December 13, 2017 - 4:00 p.m
Tiburon Town Hall

- Open Meeting
- Approval of Minutes from November Meeting
- Banking Totals & Spending Review
- Review of 2017 Marketing Plan
- B2B & B2C Website Metrics
- DOM Status & Updates
- 2018 Marketing Discussion & Goals
- New Business
- Public Comment
- Adjourn

Draft minutes
Destination Tiburon Board Meeting
12/13/17 – 4 p.m. at Tiburon Town Hall

Boardmembers Present: Jim Fraser, President; Greg Chanis, Jim Gerney, Steve Sears

Boardmembers Absent: Justin Flake, Treasurer; Patrick Sherwood

Ex officio: Stephanie Fermin, Director of Marketing (“DOM”), Diane Crane Iacopi, Minute Clerk

- I. President Fraser called the meeting to order at 4 p.m.
- II. Approval of Minutes from November meeting – oral report by DOM; discussion and request by DOM to implement new procedure to read minutes at subsequent future meetings for approval by board; draft of minutes to be available week after board meeting for distribution.
- III. Banking Totals & Spending Review – DOM Fermin reported a current bank balance of \$285,289.97.

Boardmember Gerney handed out a FY 2016-17 report he had just received from Treasurer Flake. Board reviewed the 8-page report in detail, with questions about both revenues and expenditures. Board discussed pros and cons of continuing services from various vendors and provided direction to DOM.

President Fraser said it would be a good idea to have a P&L (Profit & Loss) Statement at every board meeting, in addition to an annual plan to compare it to. Boardmember Gerney agreed that this would be a good idea for FY 2018-19 but said that DOM would have to investigate various questions first in current year report.

Boardmember Chanis said that because all monies flowed through the Town, he would ask Town staff to provide additional details in response to board questions for next meeting. He also noted the financial statements were audited and he could provide copies of annual audit to board members.

- IV. Review of 2017 Marketing Plan – DOM Fermin provided her observations of what she thought was working and not working; said what stood out for her was the lack of overall awareness of Tiburon as a destination and that she would like to focus on this in 2018.

DOM said marketing collateral, while beautiful, was heavy and no one wanted to carry “heavy stuff”; said she would focus on more face-to-face interactions and also a reformat of a sales video of what Tiburon has to offer; said current website video doesn’t show what it has to offer – e.g. shows people on grass and running but not where they can meet; said video could be reformatted to highlight venues and sell Tiburon as a “lively” place; discussed how to make Tiburon rank higher on Google searches of SF (and direct to RFP landing page). President Fraser suggested that she bring ideas and costs to the board for discussion.

- V. B2B & B2C Website Metrics – DOM Fermin showed completion of B2B timeline per last Director but said data collection had been turned off in interim.

DOM Fermin discussed what she thought was working in current marketing plan and potential for face-to-face networking through CalSAE, MPI and other groups. Boardmember Gerney said SF Travel had provided zero leads to his hotel(s) in last 24 months. DOM said they have a good membership program and suggested there was potential for Tiburon to follow through on their leads, for instance, when MOMA has special exhibits, etc. DOM suggested moving focus from leisure standpoint and bring in someone who blogs; said there are other ways than B2B that can influence B2B. DOM said new video on website would also help.

- VI. DOM Status & Updates – DOM Fermin provided an overview of her First 40 Days; said she had gotten the lay of the land, had done site tours of hotels, restaurants and other businesses; had met and brainstormed with each board member; had met and evaluated all current vendors; had worked on creation of new marketing focus and goals; and made updates to B2B and B2C website. She said she was working on an updated events calendar; compliance with the Brown Act; and a Hotel Specials landing page.

- VII. 2018 Marketing Discussion & Goals – DOM Fermin proposed the following:

1. Streamline d:T branding (showed 3 different images and said message was somewhat muddled – suggested adding photo to “wave” image; will bring ideas to board)
2. Grow Social media 100%
3. Add CrowdRiff rights
Fermin proposed an expenditure for 2018-9 to obtain the rights and logins for Crowd Riff which will allow updated photos to be used across all media, not

just on the website. She noted the potential for use in newsletters, brochures, maps, or other media. She said it would cost an additional \$3,000 per year, over and above the \$10,000 currently budgeted. Board moved (Fraser/Sears) and unanimously approved this expenditure. DOM said \$500 prorated amount is due now and \$3,000 is for coming year.

4. Increase Public Relations efforts (offer individual media tours, create and distribute press releases for events, attend Bay Area Travel Writers and Society of American Travel Writers events, and Visit CA media reception) – Boardmember Gerney commented that latter was “high end” and if she can get a spot from Visit CA, it’s well worth it).
 5. Set up inbound Marketing Tools (Boardmember Gerney said he would funnel some of his media marketing to DOM to look at).
 6. Update Tiburon Marketing Video
- VIII. New Business – DOM Fermin discussed use of Sales Force tools to provide an organized way to look at web traffic and metrics; said right now there was no platform that allowed d:T to do this; said each board member could have a login and could look at numbers and metrics and where our “clients” are coming from. DOM said program (Pardot) provided sophisticated marketing technology; she showed a brief video of how this would work and said the cost was approximately \$2,000/month, annual contract, with potential to negotiate year-end pricing. DOM noted that there would be a build-out period; maybe 90 days.

Board member Chanis asked if DOM was ready to pursue this goal immediately; Board expressed interest but concerns that she would spend too much time in build-out period. DOM Fermin noted she was currently looking for admin help but said she could move in parallel and do things simultaneously, and said the year-end timing was compelling. DOM said costs could be covered by pulling from places in budget where there is no current rate of return, just as Trip Advisor.

Board member Gerney said ecommerce is the way to go but wondered about a year-long commitment. President Fraser concurred on importance of ecommerce, as did Board member Sears. Fraser said that while B2B was important we need B2C, too.

Gerney moved (Chanis seconded) to move forward with Sales Force negotiations but to provide Board with a Budget for FY 2018-19 within 60 days. Motion passed unanimously.

- IX. Public Comment – None.

X. Adjourn – President Fraser adjourned the meeting at 5:25 p.m.